

A vertical strip on the left side of the slide features a collage of various items: a red lei, a yellow lei, a small yellow vase, a map, a golf club, and a golf ball.

2004 Hawaii Annual Tourism Marketing Plan Rollout Meetings

Hawaii Tourism Authority
November 17-21, 2003



THE WALSH GROUP

Oceania Marketing Plan 2004

Strategies

Key Objectives

- ☐ Increase Hawaii's brand awareness
- ☐ Increase length of stay & spend
- ☐ Stimulate shoulder period demand
- ☐ Showcase the islands, island activities & culture



Strategies

Four distinct market segments identified

☐ **LIFE STYLERS**

couples; beach + non-beach interests;
culture; shopping; soft adventure

☐ **SPORTING**

sport & fitness; specific events; adventure

☐ **LUXURY COLLECTION**

wellness; environment; culture; aloha

☐ **FOREVER YOUNG**

fitness/sports activities; fine food & shopping



Sporting

**Tourism
Partners**

CMI

Life
Stylers

**Airline
Partners**

**Island
Partners**

**Marketing
Partners**

Fulfilment

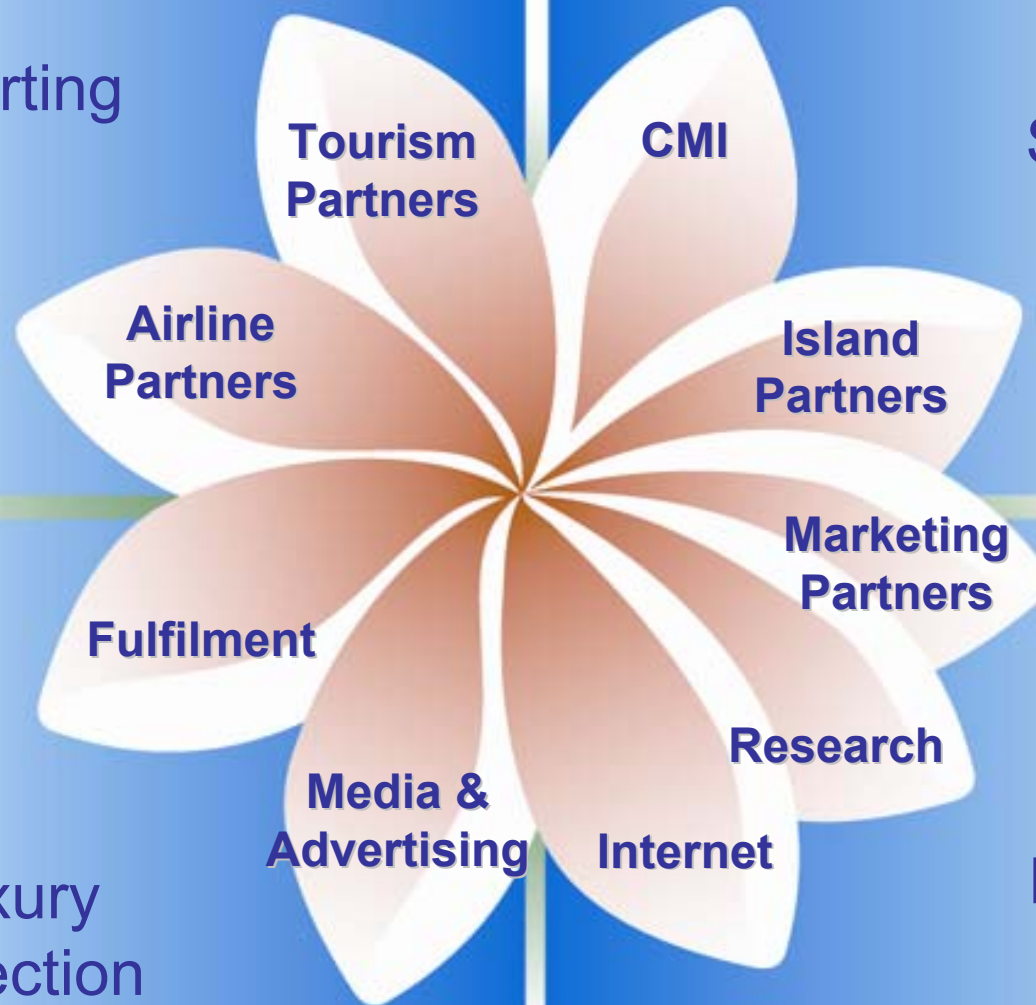
Research

**Media &
Advertising**

Internet

Luxury
Collection

Forever
Young



Marketing Program Highlights

Island Chapters

- ☐ Develop co-op marketing opportunities
- ☐ Promote multi island stays & diversity
- ☐ Media & Travel Trade Fairs
- ☐ Develop Hawaii Specialists
- ☐ In-market ambassadors

Marketing Program Highlights

Airline Partners

- ☐ Develop co-op campaigns
- ☐ Lobby for additional service
- ☐ Stimulate the market
- ☐ Generate trade & press support

Marketing Program Highlights

Tourism/Trade Partners

- ☐ Co-op Programs – Wholesalers, Retail chains, Hawaii Reps
- ☐ Campaigns to target shoulder season
- ☐ Hawaii Specialists Program
- ☐ Familiarization Trips
- ☐ Trade & Consumer Shows
- ☐ Relationships with Trade in Hawaii

Marketing Program Highlights

Media & Advertising

- ☐ Target TV opportunities
- ☐ Press Trips plus adhoc assistance
- ☐ E-news to press database
- ☐ Co-op advertising
- ☐ E-marketing

Marketing Program Highlights

Internet

- ☐ Work with current gohawaii platform
- ☐ Promote site to trade & consumer
- ☐ Promotions with strategic partners
- ☐ Review & Develop



Intended Results

- ☐ Increase media exposure
- ☐ Increase Travel Agent destination knowledge
- ☐ Increase internet presence
- ☐ Increase co-op marketing participation
- ☐ Increase length of stay & spend



Opportunity to Partner

- ☐ Trade education
- ☐ Website promotions
- ☐ Giveaways
- ☐ Fam support
- ☐ Media support
- ☐ Press releases/stories
- ☐ Hawaii partner promotions
- ☐ In-market visits/shows



